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## A Process Mindset

The beginning of a process and the end of a process are never as intense as the middle of a process. Many people enter the process optimistically energized with vision and passion. These are all good attributes to possess when one is being processed. The difficulty arises in the middle of the process. This is where your full tank of optimism, energy, vision and passion can start to run low, or even run out!

### **The Beginning:**

In 1953 the fledgling Rocket Chemical Company was started with a staff of three people. You can say this was the beginning of the process and they too were filled with optimism, energy, vision and passion.

### **The Middle:**

The first product they worked on failed thirty-nine times. When you fail consistently at a task thirty-nine times, you tend to lose a lot of optimism, energy, vision and passion (you will tend to lose a lot of friends and supporters also). The good news is that the company did not give up. On their 40<sup>th</sup> try, they were finally able to put a big win on the board.

## The End:

Founded in 1953, their first product did not appear on consumer shelves until 1958. Their staff grew from 3 to 450 employees, with sales of \$380 million dollars annually. Their first product now sells 1 million cans per week in the United States alone. This same product can be found in 4 out of 5 American households. The company went from fledgling to being traded on the NASDAQ stock exchange. The name of the company is also the name of their first product...**WD-40** (*which stands for the 40th try of their Water Displacing formula.*)

## The Take-Away

Launching is filled with excitement and success, and the end can be euphoric. However, it is in the middle that we are tested, made, and proven if we don't wave the white flag of defeat and abandon the process. If you find yourself always starting and stopping goals, but never achieving success, I challenge you to examine your middle strategy. Beginnings and ends must be tethered to a persistent middle game strategy in order to achieve the objective of the process!

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